



**METROPOLITAN  
POLICE**

**Working together for a safer London**

## **TERRITORIAL POLICING**

### **The Licensing Authority**

*Brent Civic Centre  
Engineers Way  
Wembley  
Middlesex  
HA9 0FJ*

**Your ref:** 20607

**Our ref:** 30/21/2965NW

### **Brent Borough Licensing Department**

*Harrow Police Station  
74, Northolt Road  
Harrow  
Middlesex  
HA2 0DN*

**E-mail:** Gary.L.R.Norton@met.police.uk

**Web:** www.met.police.uk

**Date:** 23/02/2021

Police representations to a New Premises Licence application for:

**“ALPERTON STATIONARY SHOP, 200 EALING ROAD, WEMBLEY, HA0 4QG”.**

I certify that I have considered the application shown above and **I wish to make representations** that the likely effect of the grant of the application is detrimental to the Council's Licensing Objectives for the reasons indicated below.

**Police Officer: Gary Norton**  
**Licensing Constable PC 2965NW**

An officer of the Metropolitan Police, in whose area the premises are situated, who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

The application has been made for a new premises licence under section 17 of the act, in accordance with section 12 of the Licensing Act 2003. The Police representations are primarily concerned with crime and disorder, public nuisance and protecting children from harm.

The premises sits on the main shopping parade area of Ealing Road, 0.3 miles north of Alperton London Underground Station. The area has heavy vehicular traffic throughout the morning, day and evenings as well as a substantive footfall of pedestrian custom. It is a main arterial route for traffic and has numerous bus routes also. There are two schools close by, Alperton Community School & Lyon Park Primary School. Local businesses are focused along most sections of Ealing Road, always in close proximity to local residents housing and accommodation.

Ealing Road is saturated with a large number of on/off licenses. The increase in number of venues supplying off sales of alcohol has facilitated the bad habits of street drinkers, giving them easy access to alcohol, often compounded by irresponsible sales. This in turn has had a negative effect in the area leading to more crime, disorder and public nuisance and even children having access to alcohol. Street drinkers congregate in various areas, such as the Ealing Road (and its adjacent side streets and service alleys) and One Tree Hill Park.

The issue has become so prevalent that Brent Council deemed the area to be one of its Cumulative Impact Zones (CIZ). To quote the Brent Council licensing policy: **“Where a Premises Licence**

**application for a new off-licence, or for variations to off-licences is received (which would increase the sale of alcohol, including through longer hours), the presumption is that the application will be refused.** This is unless the applicant can satisfactorily evidence that their application or variation will not negatively impact on the licensing objectives."

New Premises licenses (for off-sales) applications continue to be received despite the CIZ borough policy. If these applications (including this one) had been accepted there would have been 4 more off licenses adding to the potential issues of the area. Each and every applicant states they will maintain the highest standards and ensure the licensing objectives are upheld. Existing licence holders also make similar claims, yet still the issues persist. It is difficult to focus on identifying culprits of irresponsible sales of alcohol, where street drinkers have purchased their supply and what condition they were in when they did so. Conducting operations to combat street drinkers and associated issues are extremely time consuming and resource draining, especially when others issues take precedence. Despite the success of such operations in dealing with street drinkers at the time, they soon return. The main way to curb further issues is to reduce the supply of alcohol, or maintain a balance between commercial opportunities and social welfare. There are numerous off licence premises.

Some of these include:

A to Z Convenience Store, 406-406 Ealing Road  
Anglo-Asian Cash & Carry, 537-539 Ealing Road  
Anshraj Food & Wine, 290 Ealing Road  
Diu Bizzar Ltd, 226 Ealing Road,  
Ealing Newsagent 154 Ealing Road  
Jalaram Superstores, 284 Ealing Road  
Lidl Ealing Road (under construction).  
Sainsburys 360 Ealing Road  
San Remo Food & Wine 276 Ealing Road  
Sidney's off licence 216 Ealing Road  
Wembley Off Licence 96 Ealing Road  
Wine Mart 34-38 Ealing Road

This does not take into account of premises with alcohol "on" sales, some of which may also allow "off" sales. Whilst police licensing can appreciate the business reasons for requesting the sale of alcohol, simply allowing more and more venues to serve "off" sales of alcohol is increasing the supply options for it, which in turn adds the likely probability of more unpleasant issues to contend with.

**According to the Office of National Statistics, alcohol is implicated as being involved in 39% of all violent crime in England, as well as a contributing factor to public disorder and anti-social behaviour in communities across the country.**

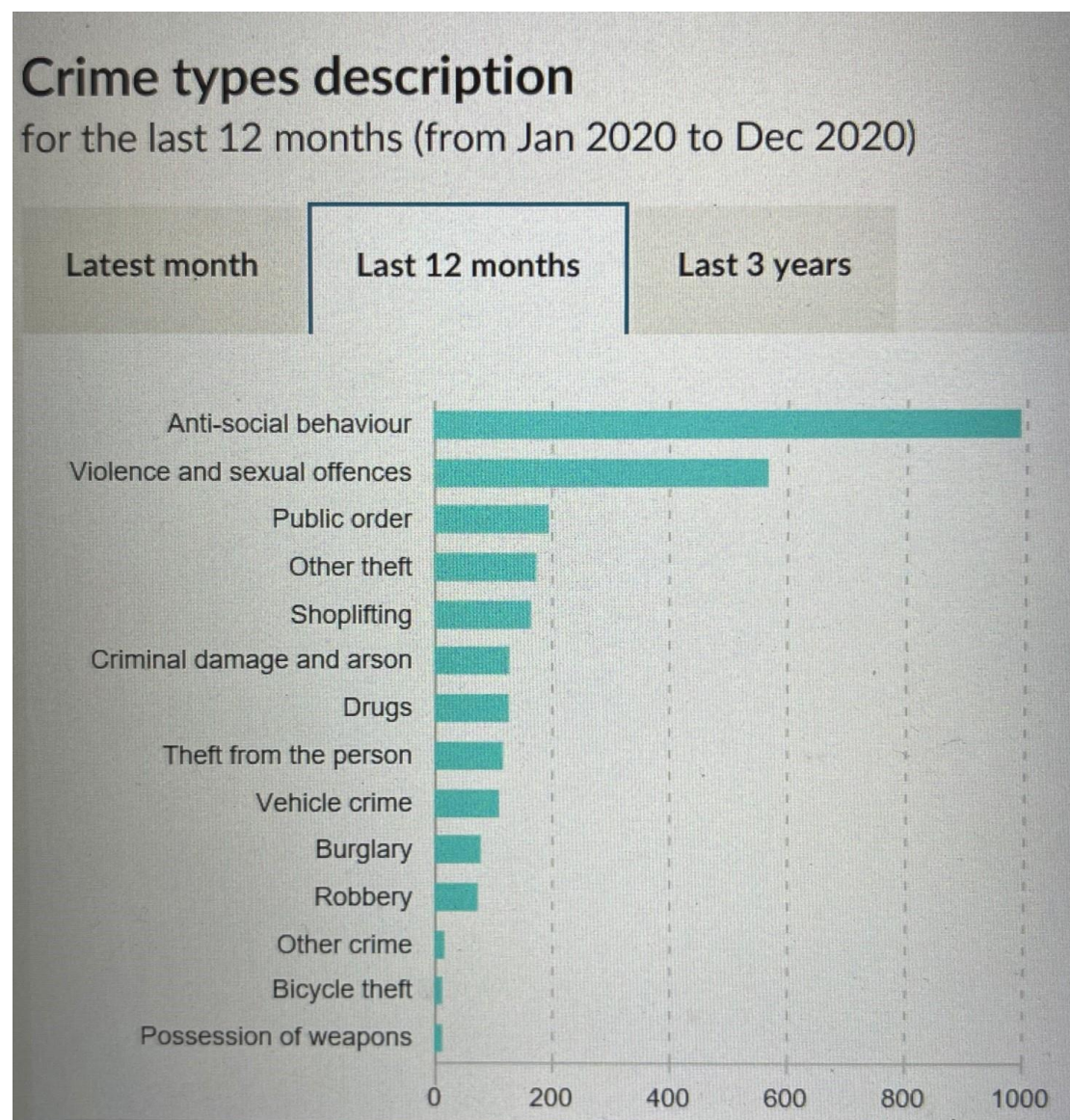
With regards to specific figures around crime, disorder and ASB in the area of HA0 4QG, [www.police.uk](http://www.police.uk) shows the following patterns over the last updated record of January 2020 to December 2020:



Of these, the most commonly reported crimes during Dec 2020 were:

- **Anti-social behaviour**  
72
- **Violence and sexual offences**  
33
- **Shoplifting**  
26
- **Theft from the person**  
23

In the past 12 months, despite the long periods of National Lockdowns, there was no overall reduction in crime and disorder. Again, this reflects the area in the immediate vicinity of HA0 4QG.



**There is nothing in the proposed conditions that shows the applicant can satisfactorily evidence that their application will not negatively impact on the licensing objectives. It will merely increase alcohol sales in the area.**

**For these reasons, I oppose the premises licence being granted to the applicant.**

Yours Sincerely,

Gary Norton



GARY NORTON  
Police Constable 2965NW –  
Brent Licensing Officer  
Mobile: 07500 993 899  
Harrow Police Station, 74,  
Northolt Road, Harrow, HA2  
0DN  
Web: [www.met.police.uk](http://www.met.police.uk) Email:  
[Gary.L.R.Norton@met.police.uk](mailto:Gary.L.R.Norton@met.police.uk)